C1750-1 4/25/83

The Fifth Estate

Broadcasting Apr 25

When the dust of NATPE cleared, the group of motion pictures that stood above the rest...

UNIVERSAL'S MOST WANTED LIST

Airport '79/The Concorde	The Four Seasons	Madame X
The Blues Brothers	The Harlem Globetrotters On Gilligan's Island	Melvin And Howard
The Border	The Incredible Shrinking Woman	Nighthawks
Bustin' Loose	The Island	Sgt. Pepper's Lonely Hearts Club Band
Conan The Barbarian	It Happened One Christmas	Silence Of The North
Continental Divide	Jaws II	Smokey And The Bandit II
The Deer Hunter	The Jerk	MCA TV
The Electric Horseman	The Last Married Couple In America	
Fast Times At Ridgemont High		

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Vol. 104 No. 17

Broadcasting Apr 25

End of an era: Paley steps down at CBS □ Post-NAB technology on parade □ S. 66 passes Commerce Committee □ CBS wins prime time ratings season

WINNER'S CIRCLE □ CBS wins the prime time season by a half point over ABC, and by three points over NBC. **PAGE 23.**

TOP-LEVEL ANALYSIS □ Network observers say strong comedy lineup and made-for-TV movies put CBS over the top, but season showed value of mini-series, evidenced by ABC's successes. **PAGE 24.**

LIVING LEGEND □ William Paley, 37 years as chairman and over 50 as boss, hands over the reins of CBS to Thomas Wyman, at shareholders meeting in St. Louis. **PAGE 25.**

CABLE VICTORY □ S. 66, cable deregulation bill, sails through Commerce Committee, although some NLC members oppose legislation. **PAGE 26.**

CBS SETBACK □ Judge rules CBS News must release Benjamin report connected with Westmoreland libel case. **PAGE 27.**

COWBOY FEVER □ CBS buys Dallas AM and regional networks from Metromedia for $27 million in cash. **PAGE 30.**

NETWORK REBUTTAL □ In comprehensive "At Large" interview with BROADCASTING editors, CBS Washington Vice President Donald Wear explains network position and rebuts opponents' arguments in financial interest and syndication rules. **PAGE 36.**

CABLE PENETRATION □ January ratings show pay cable making inroads into broadcast network viewing. **PAGE 52.**

'V' ROCKET □ NBC set for next week's $23-million, two-night drama about aliens. **PAGE 52.**

LUMP SUM □ Nonwired network selling is a growing, and to some controversial, method of spot radio selling. **PAGE 60.**

FCC BACKED □ Appeals court rules commission acted properly in adding four VHF drop-ins to allocation table. **PAGE 66.**

HILL BARRAGE □ House Telecommunications Subcommittee's Leland blasts FCC for poor minority hiring record. **PAGE 68.**

CAMERA MOVEMENT □ Votes of three undecided Republicans seem to be key to passage of resolution on admitting TV cameras into Senate chambers. **PAGE 68.**

PUBLIC CONFEREES □ National Public Radio conference hears news of Mankiewicz stepping aside and budget shortages increasing. **PAGE 76.**

TOOLS OF THE TRADE □ Technology on parade at NAB in Las Vegas included a strong challenge to half-inch by quarter-inch videocassette manufacturers. **PAGE 82.** CBS's Joe Flaherty discusses the state of the HDTV marketplace and the ongoing need to establish standards before the fruits of technology can be appreciated. **PAGE 84.** Sansui's multisystem AM stereo tuner capable of decoding all four competing systems draws the most interest from the radio industry. **PAGE 86.**

FEISTY COMPETITOR □ The personality of William McGowan and the company he runs are synonymous. MCI has fought its way from the minor leagues to the majors by becoming AT&T's chief long-distance competitor. **PAGE 103.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $60, two years $115, three years $160. Canadian and other international subscribers add $20 per year. U.S. and possessions add $170 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* $75, *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 ($37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

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May 8-11—*International Television Association's* 15th international conference. Keynote speaker: Dr. Frederick Williams, Annenberg School of Communications, University of Southern California, Los Angeles. Royal York hotel, Toronto.

May 9—*International Television Association's* second teleconference. Royal York hotel, Toronto.

May 9—*National Academy of Television Arts and Sciences, New York chapter,* dinner. Theme: "New Jersey Film Commission—A Salute to Creative New Jersey." Copacabana, New York.

May 9-11—*ABC-TV* affiliates annual meeting. Century Plaza hotel, Los Angeles.

May 10—*Television Bureau of Advertising* regional sales training seminar. Hilton Airport, Detroit.

May 10-11—*Massachusetts Broadcasters Association* annual legislative trip to visit Massachusetts congressional delegation. Washington.

May 10-12—*Jerrold division of General Instrument Corp.* technical seminar. Holiday Inn, Minneapolis.

May 11—*New England Cable Television Association* spring conference. Sheraton Tara, Nashua, N.H.

May 11—"A Study of Careers at Cable TV Programing Services," sponsored by *New York University School of Continuing Education Telecommunications Program.* NYU campus, New York.

May 11—*National Academy of Television Arts and Sciences, New York chapter,* luncheon. Speaker: Robert L. Turner, president, Lexington Broadcast Services, on "20 Questions (and the surprising answers the networks don't want to hear) About Television's Booming $300,000,000 Advertiser-Supported Syndication Business." Copacabana, New York.

May 11-13—*University of Wisconsin-Extension* seminar. "On-Air Promotion for Public Television." Lowell Hall, UW-Extension campus, Madison, Wis. Information: Heather Goldfoot, (608) 262-6512.

May 12—*Southwestern Broadcasting Representatives Association's* "Media Event of the Year." Big D Ranch, Dallas.

May 12—*Television Bureau of Advertising* regional sales training seminar. Adams Mark, Philadelphia.

■ **May 12**—"Videotech: Marketing and the New Communications Technologies" conference sponsored by *University of Baltimore marketing department* and *Baltimore chapter of American Marketing Association.* Speakers include Harry Smith, CBS Inc.; Albert Crane, CBS's Extravision; Mike Coniff, NBC-TV, and Ben Smyly, Keycom Electronic Publishing. Baltimore Convention Center, Baltimore.

May 12-13—*Federal Communications Bar Association* conference on international communications, cosponsored by Georgetown University's International Law Institute, "New Developments in International Telecommunications Policy." Speakers include: Cornelis Jansen Van Rosendaal, Commission of European Commmunities; Diana Lady Dougan, U.S. State Department; Abbott Washburn, chairman of U.S. delegation to Regional Administrative Radio Conference on direct broadcast satellite service; FCC Commissioner Anne Jones; Marie-Monique Steckel, France Telecom Inc.; Miguel Sanchez Ruiz, Ministry of Communications and Transportation, Mexico; Jonathan Soloman, Post and Telecommunications Division, United Kingdom, and Dr. Joao Carlos Albernaz, Ministry of Communications, Brazil. Capital Hilton hotel, Washington.

May 12-14—*International Broadcasters Idea Bank* convention. Host broadcaster: Tad Fogel, WINH(AM)-WGMB(FM) Georgetown, S.C. Myrtle Beach Hilton, Myrtle Beach, S.C.

May 13—*Bay Area Cable Club* toast to cable television industry of northern California, "Nuit d'Elegance." Fairmont hotel, San Francisco. Information: Lou Soucie, Gill Cable, (408) 998-7333.

May 13-14—25th anniversary celebration of WDCR(AM)-WFRD(FM) Hanover, N.H., stations at Dartmouth College. Dartmouth campus, Hanover, N.H.

May 13-15—*Florida Associated Press Broadcasters* 35th annual meeting/RTNDA region 14 annual meeting. Busch Gardens, Tampa.

■ **May 13-15**—Denver Satellite Expo and Private Cable Conference. Sheraton Denver Tech Center, Denver. Information: '83 Sat Expo, 805 East Cornell, Englewood, Colo., 80110.

May 14—*Radio-Television News Directors Association* region 14 meeting with Florida AP Broadcasters. Busch Gardens, Tampa, Fla.

May 14—"Public Access to Cable TV: A Do-It-Yourself Workshop," sponsored by *UCLA Extension.* UCLA campus, Los Angeles. Information: (213) 825-0641.

May 15-17—"Telecommunications in the Caribbean Basin" conference sponsored by *Caribbean/Central American Action* and *Private Sector Organization of Jamaica,* to "identify and act upon ways that the telecommunications revolution can help Caribbean nations achieve their goals for economic growth and development." Ocho Rios Sheraton, Ocho Rios, Jamaica.

May 15-18—*NBC-TV* affiliates annual meeting. Century Plaza hotel, Los Angeles.

May 15-18—National Indian Communications Conference (formerly National Indian Media Conference), sponsored by *Native American Public Broadcasting Consortium,* Downtown Holiday Inn, Minneapolis.

May 16-18—*Central Educational Network/Eastern Educational Network's* spring workshop for instructional television professionals. Fawcett Center for Tomorrow, Columbus, Ohio. Information: Ted Lucas, (312) 545-7500.

May 16-19—*Arbitron Radio* Advisory Council meeting. Homestead, Hot Springs, Va.

May 16-19—*Canadian Cable Television Association* 26th annual convention and "Cablexpo." Convention Center, Calgary, Alberta.

May 17—*Radio Advertising Bureau* "Idearama" for radio sales people. Concourse, Madison, Wis.

■ **May 17**—*Southern California Cable Club* meeting. Speaker: Brian Lamb, president, C-SPAN. Proud Bird restaurant, Los Angeles.

May 17-18—*Ohio Association of Broadcasters* sales managers conference. Dublin Stouffer's, Columbus, Ohio.

May 18—*Women in Cable, New England chapter,* meeting. Speaker: Kay Koplovitz, USA Cable Network. Hyatt Regency, Cambridge, Mass.

May 18—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

May 18-19—*Ohio Association of Broadcasters'* spring convention. Speakers include William Baker, president, Westinghouse Broadcasting; Elmer Lower, former ABC News president, and Tom O'Brien, vice president, Mutual Broadcasting. Dublin Stouffer's, Columbus, Ohio.

May 18-20—*International Radio Festival of New York* week. Information: 251 West 57th Street, New York, 10019; (212) 246-5133.

May 18-21—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

■ **May 18-21**—*Concert Music Broadcasters Association* annual meeting. Executive House, Chicago. Information: (313) 476-5555.

May 19—*Hollywood Radio and Television Society* luncheon. Guest speaker: actor Robert Redford. Beverly Hilton hotel, Beverly Hills, Calif.

May 19—*Radio Advertising Bureau* "Idearama" for radio sales people. Registry hotel, Minneapolis.

May 19-20—*Kentucky Broadcasters Association* spring convention. Speaker: Eddie Fritts, president, National Association of Broadcasters president. Ramada Inn East, Louisville, Ky.

May 19-20—*University of Wisconsin-Extension* "Broadcast Engineering Management" seminar. UW campus, Madison, Wis. Information: Heather Goldfoot, (608) 262-6512.

May 19-21—*Minorities in Cable Inc.* annual conference. Columbia University, New York. Information: (212) 683-5656.

May 19-22—*Michigan State University's* "International Conference on Television Drama." Kellogg Center, MSU campus, East Lansing, Mich.

May 20—Awards presentation ceremonies for second annual *International Radio Festival of New York.* Sheraton Center, New York.

May 20-22—*Pennsylvania AP Broadcasters* annual meeting (with region 12 of Radio-Television News Directors Association). Pittsburgh Hyatt hotel, Pittsburgh.

May 21—*Society of Motion Picture and Television Engineers, Hollywood chapter,* seminar. "Production Lighting Techniques." Universal Studios, stages 43 and 44, Los Angeles.

May 24—*Women in Cable, New York chapter,* meeting. Doral Inn, New York.

May 22-25—*CBS-TV* affiliates annual meeting. Century Plaza hotel, Los Angeles.

May 24—*Radio Advertising Bureau* "Idearama" for

Stay Tuned

A professional's guide to the intermedia week (April 25-May 1)

Network television ☐ PBS: (check local times) *Wings* (play) [Arthur Kopit], Tuesday, 9-10:30 p.m.; *Mark Russell Comedy* (special), Wednesday, 9-9:30 p.m.; NBC: *NBC White Paper: Crime and Insanity,* Tuesday, 10-11 p.m.; *American Heroes: The Sports Chronicle** (sports magazine), Sunday, 7-8 p.m.; *V* (part one of a four-hour mini-series), Sunday, 9-11 p.m., [conclusion to air 5/2]; CBS: *I, Leonardo: A Journey of the Mind* (chronicle of da Vinci's life), Tuesday, 8-9 p.m.; CBS: *Life's Most Embarrasing Moments* (comedy special), Wednesday, 10-11 p.m.

Operation Prime Time ☐ *Blood Feud... Kennedy vs. Hoffa* (two-part mini-series), to air in 91 markets (46 of top 50) throughout this week, four hours in length.

Radio (check local times) ☐ CBS Radio: *Newsmark: "A Lock on the Golden Door"* (an overview of U.S. immigration), Friday, 9:15-9:45 p.m.

Cable ☐ HBO: "Missing" (movie), Sunday, 8-10 p.m.; "Victor/Victoria" (movie), Sunday, 10:15-midnight.

Museum of Broadcasting ☐ (1 East 53d Street, New York) *Contemporary German Television,* a festival of programing, now through April 30.

*indicates a premiere episode

Errata

In **February sweeps** chart in April 4 issue, household figure for **ABC** affiliate in **Corpus Christi, Tex.,** market should have been **37,000.**

Ratings Roundup

With the help of the highest rated Academy Awards broadcast in 10 years (BROADCASTING, April 18), ABC-TV captured the final week of the prime time season and pumped another 10th of a point into its overall average, finishing the season just five-tenths of a point behind first-ranked CBS-TV. For the week, ABC averaged an 18.4 rating/29.8 share, against CBS's 16.9/27.5 and NBC-TV's 13/21.1

The three-hour Academy Awards broadcast (38/59), paired with a lead-in Barbara Walters special (24/38) gave ABC an average 33.3/49.6 for Monday. That virtually demolished the competition on the other two networks, including a CBS News special, *Eye on the Media* (6.2/10), and the movie, "The Capture of Grizzly Adams" (13/19) on NBC.

A made-for-TV movie, *Summer Girl* (20.5/33) helped CBS win Tuesday night (with an average 17.4/27.5). ABC, which usually wins Tuesdays, averaged a 15.9/25 for the night, with a lineup that included reruns of *Happy Days, Laverne and Shirley* and *Three's Company*, while NBC continued to score above its average for the night on the strength of its new hit series, *A Team* (22.2/34). Another made-for-TV movie, *The Mountain Men* (17.5/28), helped ABC to a higher-than-average rating for Sunday night (16.6/26.6)

ABC won Monday, Wednesday and Saturday, while CBS won Tuesday, Thursday, Friday and Sunday. Among the week's top 30 programs, ABC and CBS both had 14 while NBC had three. In the evening news races, CBS averaged a 13.4/24 for the week, compared with an 11.2/20 for ABC and 11/20 for NBC.

The First 20

1.	*Academy Awards*	ABC 38.0/59
2.	*60 Minutes*	CBS 24.8/41
3.	*Dallas*	CBS 24.0/39
4.	*Barbara Walters Special*	ABC 24.0/38
5.	*Magnum, PI*	CBS 23.7/37
6.	*Dynasty*	ABC 23.2/39
7.	*A Team*	NBC 22.2/34
8.	*Trapper John, M.D.*	CBS 21.5/38
9.	*CBS Tuesday Night Movies*—"Summer Girl"	CBS 20.5/33
10.	*Simon & Simon*	CBS 20.2/32
11.	*Love Boat*	ABC 19.5/33
12.	*Fall Guy*	ABC 19.0/30
13.	*Alice*	CBS 18.8/29
14.	*Matt Houston*	ABC 18.4/28
15.	*Country Music Association Salute*	CBS 18.3/29
16.	*Mississippi*	NBC 18.2/34
17.	*Jeffersons*	CBS 17.7/26
18.	*ABC Sunday Night Movie*—"The Mountain Men"	ABC 17.5/28
19.	*Three's Company*	ABC 17.4/26
20.	*Facts of Life*	NBC 17.3/27

The Final Five

70.	*Bare Essence*	NBC 8.9/16
71.	*Teachers Only*	NBC 8.9/15
72.	*Casablanca*	NBC 8.6/15
73.	*Monitor*	NBC 6.9/13
74.	*CBS News Special*—"Eye on the Media"	CBS 6.2/10

and- a-half hours. It's not overkill when it's a major Boston tradition."

Ratings will not be available for at least another month. □

SEC clears HBO for Nova project

The Securities and Exchange Commission last Tuesday (April 19) concluded that Home Box Office's partnership in the so-called Nova studio project would not conflict with its central role in the formation of Silver Screen Partners, a limited partnership offering that could raise up to $125 million for production of theatrical films that would be seen exclusively on the pay TV services.

The agency's action clears the way for public sale of limited partnership units by this Tuesday (April 26), according to E.F. Hutton & Co., which is handling sales for Silver Screen Partners.

The SEC had raised questions about whether SSP would conflict with HBO's involvement in the formation of a major motion picture studio, dubbed Nova, with Columbia Pictures and CBS Inc. The pay TV service assured the SEC that it would actively generate product only for SSP, while retaining the right to require Nova to distribute a limited number of HBO-financed films to theaters in return for a fee from HBO. Columbia Pictures is expected to distribute Nova's films, although the new studio will do its own marketing.

In Los Angeles last week, staff investigators for the U.S. Department of Justice continued interviews with studio and corporate executives regarding the antitrust implication of Nova, as well as the proposed partnership of Warner Brothers, Paramount Pictures and Universal Studios to take over ownership of Showtime and The Movie Channel, the second- and third-largest pay TV services. If all the proposed partnerships go through as planned, only MGM/UA Entertainment and 20th Century-Fox among the major motion picture studios standing will lack ownership involvement in pay TV services. Studio executives were reluctant to comment, even off the record, about the Justice Department probe last week. A government decision on Nova is expected some time next month. □

AMPTP stats show minorities still underrepresented in films, TV shows

Employment statistics compiled by the Alliance of Motion Picture and Television Producers for the Screen Actors Guild, indicate that minorities continue to be underrepresented in casting for television and motion picture roles.

The survey, compiled by the alliance in compliance with its current contract with the Screen Actors Guild, contains data supplied by NBC-TV, MTM Productions, Lorimar Productions, Aaron Spelling Productions, Paramount Studios, Columbia Studios, Universal Pictures, 20th Century-Fox Film Corp, Warner-Brothers Studios and MGM/UA Entertainment Co. for a 15-month period ending last Sept. 30.

The statistics show blacks were cast in less than 5% of feature films and prime time television programs, although they make up more than 12% of the population. Hispanics, who constitute 6.4% of the population, were cast in less than 3% of prime time television and theatrical productions.

Of the three commercial networks, only statistics from NBC-TV were available. The report said that out of 1145 roles, 93.7% of parts went to white actors, 5.9% to blacks and .35% to Hispanics. The survey noted that the figures are for all parts, but that most leading roles went to white actors.

The largest percentage of minorities hired was at MGM/UA, which last year signed an affirmative action agreement with the National Association for the Advancement of Colored People. The studio placed blacks in 8.5% and Hispanics in 4.2% of the 1,817 parts cast for theatrical features and prime time television programs. □

Networks announce Saturday morning lineups for fall

NBC-TV, the underdog in prime time ratings but the leader in the Saturday morning sweepstakes, will begin the fall season in September with five returning series and three new programs on Saturday morning.

Back on the NBC-TV schedule are *The Flintstone Funnies* (8-8:30 a.m.), *The Shirt Tales* (8:30-9 a.m.), *Smurfs* (9-10:30 a.m.), *The Amazing Spider-Man* (noon-12:30 p.m.) *Thundarr the Barbarian*. New to the Saturday morning schedule are *Alvin and The Chipmunks* (10:30-11 a.m.) *and Going Bananas* (11:30 a.m.-12 noon). Another new program is to be announced.

ABC-TV is introducing three series to its Saturday morning lineup. They are *Monchhichis* (9-9:30 a.m.), *Rubik The Amazing Cube* (10-10:30 a.m.) and *The Littles* (10:30-11 a.m.). Returning this fall are *The Best of Scooby Doo* (8-8:30 a.m.), *The Little Rascals-Richie Rich Show* (8:30-9 a.m.), *Pac-Man* (9:30-10 a.m.), *The Puppy's Further Adventures* (11-11:30 a.m.) and *Scooby and Scrappy Doo with the Fonz* (11:30-noon). CBS-TV will unveil five new shows in the Saturday morning period. They are *The Biskitts* (8-8:26 a.m.), *Saturday Supercade* (8:30-9:30 a.m.), *Dungeons and Dragons* (9:30-9:56 a.m.), *The Charlie Brown and Snoopy Show* (10:30-10:56 a.m.) and *Benji* (11-11:26 a.m.). Returning shows include *The Dukes, Captain Kangaroo, The Bugs Bunny/Road Runner Show, The New Fat Albert Show, The CBS Children's Film Festival* and *In the News*, two-minute newscasts presented throughout the schedule. □